



Merchandise Movement

Chapter Contents

This chapter contains one assignment with activities to complete within the assignment.

Assignment Checklist

Check off the assignment once all activities for this assignment are completed.

- ☐ Research Inventory Analysis and Softgood Stock-to-Sales Ranking reports and develop a plan to make adjustments to categories that are critical. ... page 29



Assignment 1

Research Inventory Analysis and Softgood Stock-to-Sales Ranking reports and develop a plan to make adjustments to categories that are critical.

Goal: Read and understand the Inventory Analysis and Softgood Stock-to-Sales Ranking reports.

- ☐ Review the Inventory Analysis and Softgood Stock-to-Sales Ranking reports and note any fluctuations in various classes.
- ☐ Research fluctuations and determine what can be done at store level to correct/improve.
- ☐ Develop a plan to make adjustments to categories that are critical and communicate plan to your training manager and Regional Sales and Merchandising Supervisor.
- ☐ Delegate assignments.
- ☐ Follow-up to ensure completion.

notes



Merchandising

Chapter Contents

This chapter contains five assignments with activities to complete within each assignment.

Assignment Checklist

Check off each assignment once all activities for that assignment are completed.

- ☐ Merchandise ALE. ... page 33
- ☐ Implement a store promotion. ... page 34
- ☐ Schedule a planogram. ... page 35
- ☐ Complete a competition check of stores in your area. ... page 36
- ☐ Audit stockrooms. ... page 38



Assignment 1

Proper merchandising of displays creates an image of value, quality, and fashion.

Merchandise ALE.

Goal: Coordinate and organize the merchandising of the department floor.

- ☐ Review the Merchandise Specialist Notes, Visual Merchandising Procedures, and Seasonal Bulletins, then draw a department plan. Review your plan with your training manager.
- ☐ Contact your Regional Sales and Merchandising Supervisor for approval of any variance to the plan.
- ☐ When merchandise is received, initiate plan and delegate the merchandising of the displays.
- ☐ Monitor inventory/fixtures as sell down occurs.
- ☐ Topics to cover:
 - Merchandise Specialist Notes
 - Seasonal Merchandise Bulletins
 - Sales Event Bulletins
 - Visual Merchandising Standards
 - planograms
 - floor plans
 - ordering merchandise
 - overstocks

notes




Assignment 2

Implement a store promotion.

Goal: Implement store events and promotions.

- ☐ Review Event Bulletins.
- ☐ Create a display plan.
- ☐ Review order quantities.
- ☐ Initiate plan and coordinate the merchandising of the displays.
- ☐ Monitor inventory/fixtures as sell down occurs.
- ☐ Topics to cover:
 - Merchandise Specialist Notes
 - Visual Merchandising Standards Manual
 - ordering merchandise
 - overstocks

 notes




Assignment 3

Schedule a planogram.

Goal: Schedule and follow-up on planograms.

- ☐ Review the period layout schedule.
- ☐ Write a schedule reflecting your department's needs.
- ☐ Inspect setup to ensure accuracy and timely completion. Take action where necessary.
- ☐ Complete a critique of the planogram for your Regional Sales and Merchandising Supervisor.
- ☐ Topics to cover:
 - labor requirements
 - fixtures
 - merchandise availability

 notes



Assignment 4

In order to compete in today's ever-changing business environment, it is crucial to know what our competitors are providing. In addition to comparative shopping, television, advertising, magazines, and talking with Customers provide us with current trend information.

Criteria used to identify competitors includes:

- > pricing structure,
- > store location and size,
- > item selection,
- > demographics of people,
- > and advertising strategy.

If we match with any three of these criteria, we consider the store a competitor.

Complete a competition check of stores in your area.

Goal: Maintain an awareness of the competitor's activities in the specific market area and communicate an understanding of the category mix.

- ☐ Do a competition check of stores in your area. Critique the overall operation and consider what the competition is doing right/wrong. Consider what we can incorporate and how the area and region affect competition.

notes

- ☐ Prepare a written review of your competition check, incorporating the following topics:


- products the competition is carrying that Fred Meyer is not
- how the competition is capitalizing on the current trends
- merchandising ideas we could apply
- merchandising vehicles

notes



Assignment 4 (continued)

- ☐ Give one copy to your training manager. Forward another copy to your Regional Sales and Merchandising Supervisor.
- ☐ Topics to cover:
 - pricing structure
 - store locations and sizes
 - item selection
 - population demographics
 - advertising strategy
 - key competitive items
 - key price competition
 - new trends
 - presentation of merchandise

 notes



Assignment 5

Audit stockrooms.

Goal: Ensure compliance to the shoe stockroom standards.

- ☐ Review both the shoe and ALE stockroom standards/guidelines.
- ☐ Audit the stockrooms and determine if they meet standards.
- ☐ Identify deficiencies and make any necessary assignments to correct.

notes

- ☐ Follow-up to ensure standards are maintained.
- ☐ Topics to cover:
 - stockroom standards

notes



Evaluation

Chapter Contents

This chapter contains two assignments with activities to complete within each assignment.

Assignment Checklist

Check off each assignment once all activities for that assignment are completed.

- ☐ Work a variety of shifts as the Assistant Manager. ... page 41
 - ☐ Evaluate the training process. ... page 42
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Assignment 1

Work a variety of shifts as the Assistant Manager.

☐ Under the observation of your training manager, work an entire week as the Assistant Manager for the ALE Department.

- ☐ Topics to cover:
- store schedule
 - financial reports
 - stock-to-sales reports
 - store event/promotions
 - planograms

☐ notes
